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# Exhibit A

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## Disclosure No.

Invention Disclosure - DBI Document No.

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Collection

IPG

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## General Information

Title Content-Based Media Orientation

Abstract This idea consists of a consumables optimization enhancement

The above-mentioned media qualification accessory enables previously used media to be screened for re-use. Much of the media that is re-used (upon being deemed acceptable by the qualification accessory) has been printed on one side. This invention would provide a mechanism by which media would automatically be switched to the unprinted side (so that the unused side is always the one printed on).



## Inventor Information

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## Description of Invention

**Problems Solved** Printing on top of previously rendered content would not take place nearly as often. Media re-use would be done much more dependably.

**Prior Solutions** We are not aware of any prior solutions.

**Description** This invention would provide a mechanism by which media would automatically be switched to the unprinted side (so that the unused side is always the one printed on). For example, a user loads a stack of qualified (previously used but acceptable) media into a printer's input tray. One side of each sheet of this media has been previously printed on. However, the user inadvertently loads the media upside down. Rather than printing over the top of existing output, sensors within the paper path

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would sense the output and the duplexer would automatically reverse the media, thus ensuring that the print job is rendered on the media's blank side.

This reversal presumably would take place automatically. However, in a variation, a dialogue would appear warning that a print job was about to be rendered on media that already contained output, and users would be given the option to reverse the media (via the duplexer) either on a page-by-page basis, or for the entire print job.

In another variation, usages of this feature would be tracked, and after media reversal had taken place for several print jobs, users would be prompted to check the orientation of media in their input tray (since duplexing prolongs print time). This feature would be particularly beneficial in many of the Asian markets, where media re-use is a very common practice.

**Advantages** Media re-use would be less risky because the blank side of previously could be consistently utilized effectively.

## Invention History

Published ☒  
 Announced ☒  
 Disclosed ☒  
 Urgency ☒  
 Described ☒  
 Built ☒  
 Government Contract ☒  
 Related Disclosure ☒  
 Innovation Workshop ☒

## Witnesses

<b>Witnesses</b>	<b>Brett Green</b>	<b>Hewlett-Packard Company</b>	<b>Boise</b>
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## Classification

**Recommended Classification** IPG: Imaging Hardware: Mechanical - Media Handling

**Legal Techword** media movement - supply, picking, registration, feed rollers, shafts, vacuum belt feeders, drive system, encoders, pen-to-paper spacing, cockle control; ejection mechanisms, drying, wings, output, duplexing, post-print operations, and accessories

## Administrative Record

**Date Submitted** September 19, 2002 9:35PM

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